**Conclusion**

This project provided many valuable learning experiences, particularly allowing us to deepen our understanding of the data management process. We chose Lululemon as our company because of its unique strategies as an athletic retail company, enabling us to create tailored recommendations. We gained insights into aligning multiple database systems and creating effective data governance and data management strategies for Lululemon’s unique business needs. This hands-on experience helped bridge our technical skills, such as working with DDL and with our strategic business thinking.

The most valuable skill we took away from this project was learning to adopt a holistic perspective on data management projects. Engaging with every stage of the process made us think critically about both the technical and business aspects for Lululemon. For example, we considered what an effective data management strategy for Lululemon should look like, focusing on their specific needs as a company and how offensively they would need to use their data, while keeping in mind the defensive strategies required to support these offensive moves.

Then, we incorporated what we learned from the course to establish multiple OLTP systems, culminating in the final data warehouse that would fit Lululemon's standards, practices, and data needs. The consolidation of the multiple aforementioned systems was a challenge in itself that proved to be valuable for the team's learning.

Additionally, we explored potential unstructured and semi-structured data sources that they should leverage to enhance their data driven business insights. This experience emphasized the importance of not just producing results but translating them into meaningful insights that drive business decisions particular to the needs and strategy of our company.

Looking ahead, the skills and knowledge we gained from this project will be valuable throughout our careers. We not only improved our technical abilities but also learned to approach data management challenges with a broad perspective. This mix of technical skills and big-picture thinking has given us the tools to take on real-world challenges and truly make a difference in the organizations we’ll be part of.

The project also highlighted some opportunities for growth. We did not have the chance to work with real-time data, which is increasingly critical in modern data management. Additionally, while we discussed securing data using a data authorization matrix, we did not implement or explore real-world techniques for ensuring data security. To address these gaps, future iterations of this project could incorporate real-time data processing to simulate dynamic, real-world scenarios. Furthermore, integrating practical exercises in data security implementation, such as access control protocols, would enhance the learning experience and prepare participants for industry challenges.